

# THE MIRROR JOURNAL

VOL. 5, NO. 9

MIRROR, ALTA., DECEMBER 31, 1915

5 CENTS PER COPY

## MIRROR LIVERY & FEED STABLES

A. R. HOPKINS, Prop.

### Screened Lump Coal

Best on Market

### \$5.00 Per Ton, Delivered

TELEPHONE HOPKINS

## Reid & Simpson

Will Pay Highest Prices For

## HIDES AND FURS

and Pay Freight and Express Charges

Write for Price List

CALGARY, ALBERTA

### NOTICE!

Owing to the financial situation, the Wholesale and Supply houses demand that Retail Merchants practically clear all book accounts this year.

This being the case, we are compelled to put all who do not pay their accounts in full, by Feb. 1st, and monthly thereafter on a strictly cash basis.

## DUITMAN & JOHNSON

Hardware Merchants

## Mc CORMACK LUMBER CO.,

Dealers In

LUMBER, MOULDINGS, SASH, DOORS, GLASS PAINTS, VARNISH, OILS, BRICK, LIME, CEMENT, COAL, Etc.

W. C. McCormack, Mgr.

Mirror, Alta.

## THE SEASON

Prompts us to express our appreciation of the business you have extended to us, and we take this opportunity of wishing to you unbounded prosperity throughout the year, 1916

"The Most of the Best for the Least Money."

PANRUCKER & HOLLAND

## LOCAL BRIEFS IN GENERAL

Concerning the Goings and Comings of Some of the Leading Lights in the Rural Shadows of Mirror

Patronize the merchants whose ads you read in the Journal, "There's a Reason."

Mr. and Mrs. J. A. Johnson were Christmas guests in Erskine last week.

A large number of the boys who have enlisted from Mirror, spent the gift giving season visiting with relatives and friends in this district.

Pay your subscription before Saturday and save fifty cents.

R. L. Pretty is located in the village office this week with the role of secretary-treasurer.

G. H. Heinrichson is the latest recruit to join the army service from the Mirror district.

E. E. Heagle journeyed to Calgary the fore part of the week and while there, met Mrs. Heagle, who had returned from spending the holidays with her parents at point in British Columbia.

Miss Esther Albrecht left the latter part of the week to spend vacation days with relatives in Edmonton.

Secretary Good is enjoying a visit to his parents in Saskatoon this week.

Your lone subscription make but little difference, but when between two and three hundred are from one to two years in arrears, it amounts to considerable. Think it over today, and please pay, we know you intend doing so, but it is such a small amount it is overlooked.

### G. T. P. TIME TABLE

Going North.

No. 11, daily passenger.  
Lv. Calgary - - - 10:50 a.m.

Mirror - - - 4:40 p.m.  
Tofield - - - 7:45 p.m.

Ar. Edmonton - - - 9:30 p.m.

Going South.

No. 12, daily passenger.  
Lv. Edmonton - - - 8:50 a.m.

Tofield - - - 10:30 a.m.

Mirror - - - 1:30 p.m.

Ar. Calgary - - - 7:20 p.m.

D. W. Mathers, Local Agent.



## CHRISTMAS AND NEW YEAR'S HOLIDAYS 1915-1916

### Fare and One-Third for Round Trip

Between all stations on the Grand Trunk Pacific Railway in Manitoba (Winnipeg and West), Saskatchewan and British Columbia.

**DATES OF** For Christmas December 22nd to 25th, 1915 Both days inclusive

SALE For New Year December 29, 1915 to January 1st, 1916, both days inclusive

Final Return Limit January 4, 1916. For tickets, reservations, and full particulars, apply to the Grand Trunk Pacific Agent or Train Agent.

## DR. A. E. SHORE

Alix, Alta.

## J. M. CROOK

Drayage and Express

Makes regular trips to Mirror every Tuesday and Friday P. M.

When in need of that next load of coal, let me know.  
Prompt Delivery  
Leave Orders at Pool Hall.

## MR. FARMER

Now that your crop is safe, why not do that little extra work that you have put off for the last year? While it lasts, we are going to sell to make room for a new complete stock.

Dimension, Shiplap, Common Boards, Flooring and Siding at

**\$16.00 Per M.**

Come look this over now and get what you require instead of waiting and paying from \$8.00 to \$10.00 more per M later.

Remember We Are Headquarters For  
**Storm Doors and Storm Sash**  
**Humberstone and Black**  
**Diamond Coal**

## Imperial Lumber Co.,

Phone 17 and our man will deliver the coal

## ...I. H. C. Kerosene Engines...

WHY BUY a Gasoline Engine when you can get a kerosene and save 12 cents per gallon? An engine of 10 H.P. costs \$100. Kerosene engine in stock. Hitched to an 8 in. plate Vessel Grinder. Demonstrate daily.

REMEMBER a Kerosene Engine will burn gasoline, but a gasoline machine will not burn kerosene.

## J. F. FLEWWELLING

## To My Patrons

I wish to thank my customers for their patronage during 1915 and trust to be favored with a continuance of the same.

Wishing you the compliments of the season and prosperity during the coming year.

**CHAS. L. SUGGETT, P.C., A.C., Phm.B.**  
Druggist and Chemist  
Mirror, Alberta





## SOME NEW LIGHT ON OLD SUBJECTS

Conditions Created by the War Have  
Caused Changes in Policy and  
Methods of Business

A Canadian editor, who has never put very much stock in the "Made-in-Canada" appeal, and has always tried to expose it, writes now, and sees the question in a different light, as witness the following paragraphs from a strong editorial on the subject a few weeks ago.

"We have never been very strong supporters for the Made-in-Canada idea because we have never been great believers in mixing sentiment and business. We are inclined to believe that the Canadian manufacturer who is compelled to make his fall out to the business, is much more likely to be successful in the end than the man who feels that he has so strong a sentimental hold on the people of the country that he can sell what he produces even if the quality is not the best. We have a lot of good many manufacturers who hold the same view, and while naturally wanting to use every influence they can, so long as it is not dishonest, to increase their sales, are not disposed to impinge very much practical help on the 'Made-in-Canada' propaganda which was started some ten or more years ago."

"We think, however, that this is a time when we can look at this question through different spectacles. The conditions created by the war have been such as we have never seen before and we should hope never to see again; they are times such as should prompt every Canadian to lend a helping hand to every other Canadian, and in doing this help not only Canada but the Empire at large. While it is important that we could make as large a contribution as possible, of both money and men, to aid the Empire, it is also important that we should do all we can to look after our own people, and we cannot do this any better than by providing them with work. Until the war is over then, and we come back to old time conditions, it is the duty of every Canadian citizen to aid. In whatever way he can, the produce that comes from Canadian factories there will be, at a time for the "Made-in-Canada" slogan it is now."

## MADE IN GERMANY HELPED THE GERMANS

Renewed Interest in the Cry—Com-  
mandments Distributed by the  
Chamber of Commerce

Many Canadians have in the past been inclined to scoff at the "Made-in-Germany" idea, which has been lauded by Canadian manufacturers and have expressed doubt as to their effectiveness in achieving the object desired. No doubt when Germans commenced their persistent advocacy of the "Made-in-Germany" idea they too had confidence in those who belittled their efforts. With characteristic tenacity, however, they stuck to their guns, with the result that "Made-in-Germany" has become one of the most powerful commercial appeals in the world. Most Germans now in the Canadian Armed Commands, which appear below, almost as well as the deplorable hand down by Moses.

1. In all expenses keep in mind the interests of your own compatriots.

2. Never forget that when you buy foreign articles your own county is poorer.

3. Your money should profit no one but the German.

4. Never profane German factories by using foreign machinery.

5. Never allow foreign estable-  
shments to be served at your table.

6. Write a German paper with a German pen, and use German blotting paper.

7. Use German flour, eat German fruit, and drink German beverages. They alone give your body the true German energy.

8. If you do not like German malt extract, drink coffee from the German colonies.

9. Use only German clothes for your dress and German hats for your head.

10. Let no foreign dastardly distract you from these precepts, and be firm in your adherence. Whether others may say, German products are the only ones worthy of the citizens of the German Fatherland.

11. The cry "Germany and Germany are changed to Canada and Canada" the foregoing Commandments are applicable to every individual in Canada, and should be adopted by him for his daily life, particularly under present conditions. Bear this in mind the next time you go into the corner store to make a purchase.

## The Evolution of Booster Bill

Bill Blue was once a booster, and he knocked us all to beat the band. His long cult was in running down stores and people of this town.

One day a stranger heard his clack and said: "Your liver's out of wicket. The town is dead, and the people's smiles is to turn in and BOOST AWHILE."



That made Bill think. To our amaze he started singing this town's praise. It soon improved his looks and health. His trade, nix prospects and his wealth.

THE TOWN began to boom, and we Elect Bill our Mayor. He Knew just what to do. And still AND NOW CALL HIM "BOOSTER BILL".

## The Evolution of Booster Bill

—Bill Sits Up and Thinks

Bill Blue was such a grumbly sort we gave him "OLD BILL GROUCH" for short. Since short he was in speech and look And soon got shot in pocketbook.

Old Bill: "The town is in the bum, the town is in the bum, the town is in the bum, Asc the people he ran down. Macle Bill look bum-ber than the town.

Well, it is in your power to save a city the size of Guelph for Canada and a market the size of Guelph for yourself by remembering and saying two words—notching ears, not a dollar cost nor a moment's incoven-

ience. A moment—to explain how and why.

They commences one of the most ingenious and compelling arguments for "Made-in-Canada" goods.

The statistics of the paper making industry in Canada with a general description of the industry's possibilities in Canada is worked out,

which shows that there is \$6,000,000 worth of foreign paper that Canadian business men are buying in preference to Canadian paper every year.

This is not due to any superiority in the foreign product—and certainly not to the fact that Canadian paper is paid on every pound. It is simply due to the fact that Canadian business men have not taken the trouble to ask for paper made in Canada, or to acquaint themselves with the fact that Canadian paper is better, for quality, and cheaper price for price, than imported brands.

By the time paper gets to the ultimate consumer, in the form of letter heads, blank forms, booklets, etc., it represents only a small percentage of the original cost of these articles. In consequence, the consumer has, for years, been in the habit of asking for or accepting certain long-established and well-known brands—or water marks—or certain make. He continues to use these brands without troubling himself as to the fact that Canadian-made, or if it is the case, Canadian-made, or if it is the case, paper that the same money will buy. In many cases, he does not specify at all, but accepts whatever his printer, bookbinder or lithographer offers him.

Expressed in another way, the year is in business terms, it means 60 millions of paper—the product of 17 mills, employing 3,000 workers, each supporting a family of from two to four persons. It means the purchase of \$3,000,000 worth of raw materials, machinery, books, oil, fuel, and manufacturing supplies. The production of these materials gives jobs to 1,500 additional men, each of whom has a family to eat and drink and wear things. It means the active employment of 10 millions in capital.

A Lesson For All

In a very simple manner, creation of a thriving city the size of Guelph—the addition of 15,000 prosperous citizens to those who buy your goods and contribute to the general welfare of your community, it makes no difference that all these people would not be concentrated in one town. They would be in Canada and their money would be spent for Canadian goods.

And that is how, by remembering to say two words, you can help to save a Canadian city the size of Guelph from a destruction more complete than any wrought by flood, fire or tornado.

The words are the brand name of the paper made by the firm.

For every Canadian citizen who wishes to see his own home town advance, buy from your local merchants; use the factory products of your own town wherever possible; and when what you want is not made in your own town but what is made in Canada before you send your money abroad

and causes delay.

Said he: "To me 'tis very clear WE NEED SOME NEW INDUS-  
TRIES HERE."

And so he advertised and planned  
and sent out writings through the  
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